

*Washington State
Department of Agriculture*

*Small Farm
and
Direct Marketing Program*

Fiscal Year 2002-3

SMALL FARM & DIRECT MARKETING EXECUTIVE SUMMARY

In Washington State, approximately 87 percent of farms are considered “small” by the US Department of Agriculture.¹ In 2001, the Legislature took a major step towards improving the status of small farms by unanimously passing HB 1984 and establishing a new program in the Washington State Department of Agriculture to serve small farms.

The mission of the WSDA Small Farm and Direct Marketing (SFDM) Program is to increase the economic viability of small farms, build community vitality, and improve the environmental quality of the region by facilitating direct marketing opportunities and addressing market barriers for small farms in Washington.

The SFDM has targeted four goals:

1. Support small farms in complying with federal, state, and local regulations and policies as they apply to direct marketing of farm products;
2. Facilitate direct marketing opportunities and promote localized food systems;
3. Assist in developing infrastructure such as processing facilities, commercial kitchens, and distribution models to support market access for small farms; and
4. Actively involve stakeholders in program development and increase customer awareness of SFDM activities.

Program Resources:

Currently, the program has an annual operating budget of \$130,047 including state (\$75,000) and federal funds (\$55,047). The program also administers \$450,000 in one-time federal grants. The program consists of 1¾ full-time equivalents (FTEs). During the first half of FY04, WSDA budget cuts resulted in a 50% decrease in the state general fund

support for the program. This loss was supplemented with federal grant funding. This budget reduction will be reflected in the annual report for 2004-2005.

Accomplishments:

Over the past year, the SFDM has assisted over \$1.7 million in sales by small farms and has:

- Assisted nearly 2,900 small farmers, consumers, farmers’ market managers and agencies with information such as direct marketing regulations and strategies, value-added processing, farmers’ market development, agricultural tourism, food policy councils, and other information relevant to Washington’s small farm industry.
- Taken a lead role in national efforts to link local farms with local school cafeterias, and published the *Farm-to-Cafeteria Connections*, a resource for establishing such programs.
- Awarded \$412,000 to 25 local direct marketing projects statewide; initial results show over \$1,179,000 in farm sales.
- Assisted in \$564,392 in sales for farms through farmers markets and farm-to-cafeteria projects.
- Leveraged over \$1.9 million in federal, state, and local resources for small farm and direct marketing projects in our state.

Farm Sales Resulting from SFDM Projects July 2002- December 2003	
SFDM Grants	\$1,179,000
Farmers Markets Activities	\$550,000
Farm-to-Cafeteria	\$14,392
Total sales	\$1,743,392

¹The United States Department of Agriculture (USDA) defines a small farm as a farm with less than \$250,000 gross annual sales where the day-to-day labor and management are provided by the farmer and/or the farm family that owns, or leases the productive assets of the farm.





SMALL FARM & DIRECT MARKETING PROGRAM DESCRIPTION

PROGRAM MISSION

Established in 2001, the mission of the Small Farm and Direct Marketing Program reflects the primary goals of agricultural sustainability - economic viability, environmental stewardship, and community vitality. This mission statement was established by over 50 small farm industry stakeholders, who gathered in Olympia in 1999 to chart the course for the new program.

Mission Statement:

The Small Farm and Direct Marketing Program increases the economic viability of small farms, builds community vitality, and improves the environmental quality of the region by facilitating direct marketing opportunities and addressing market barriers for small farms in Washington.

2002-2003 BUDGET AND STAFFING

For fiscal year 2002-2003, the operating budget for the Small Farm and Direct Marketing Program was \$130,047. This budget was composed of \$75,000 from the State General Fund, and \$55,047 from federal grants dedicated to specific project activities. This budget supports one full-time equivalent (FTE) manager, one three-quarter FTE coordinator and minimal operating costs for travel, administration, and associated costs. The program has spending authority to obtain grant funding up to \$150,000.

Fund Sources FY03	Funding Amount	Staffing/ Comments
State General Fund	\$75,000	1 FTE; program expenses
Federal-USDA	\$30,047	¼ FTE; project expenses
Specialty Crop Grant	\$25,000	½ FTE; expenses
Specialty Crop Grant	\$450,000	Provides funds to local projects
TOTAL	\$580,047	

The program also administers \$450,000 in grants. These funds are from part of a one-time grant by the

USDA to WSDA called the Specialty Crop Grant Fund. These grants have been used to fund local organizations to develop marketing infrastructure, market research, and etc. for small farm operators.

ADVISORY BOARD ENSURES AN EFFECTIVE STATE-WIDE PROGRAM

To ensure the Small Farm Program continues to address the needs of the small farm industry, a Small Farm & Direct Marketing Advisory Board (Appendix A) serves the agency. Farmers, farmers market managers, and representatives of research institutions, independent retail stores, chefs, producers of value-added products, and agricultural support agencies comprise the 11-member Board. Drawing from both the west and east sides of the state, this diverse Board provides WSDA with recommendations and guidance on SFDM activities that support Washington's farmers.

In addition to the SFDM Advisory Board, SFDM staff participate on several advisory boards for state agencies and non-profit organizations to ensure a coordinated approach to small farm profitability. This inter-agency and government-industry collaboration makes the most efficient use of state dollars to solve local problems.

STRATEGIC PLAN

SFDM's strategic plan continues to be developed through extensive planning with the SFDM Advisory Board, and many individual small to medium-scale farmers, WSU extension and research personnel, and agricultural organizations. Avoiding duplication of services provided by other agencies and industry organizations is paramount to developing an effective plan. Four main goals for the program have been identified:

1. To support small farms in complying with federal, state, and local regulations and policies as they apply to direct marketing of farm products.
2. To facilitate direct marketing opportunities and promote localized food systems. This includes the following activities:
 - Assist farmers market development.



- Enhance farmers market funding through WIC and Senior Farmers Market Nutrition Program (SFMNP).
 - Provide opportunities and assistance in developing grant proposals with farmer groups and non-governmental agricultural organizations.
 - Develop and administer SFDM grant program with Specialty crop funding.
 - Enhance small farm marketing to public institutions.
 - Enhance marketing relationships between chefs and local farms.
3. Assist in developing infrastructure such as processing facilities, commercial kitchens, and distribution models to support market access for small farms.
 4. Actively involve stakeholders in program development and increase customer (i.e. farmers, chefs, market managers) awareness of SFDM activities. SFDM maintains an Advisory Board and provides technical assistance outreach for customers. Additionally, SFDM staff provides government-to-government relationships on behalf of small farms.

Nearly every goal of the ambitious strategic plan has been addressed and the program, as envisioned, is clearly contributing to the economic stability of family farms and their communities. All work has focused on two priorities: Increase small farm profitability and improve direct marketing infrastructure across the state.

GIVING A VOICE TO SMALL FARMS



The SFDM Program provides a voice at the state and local government levels for the unique issues faced by small farms. This helps ensure that issues are heard from all segments of the Washington state agriculture industry. SFDM staff also collaborates with a broad range of agencies in order to

address issues with a systematic approach.

- SFDM staff participates on the advisory board for the state *Department of Health's Nutrition and Physical Activity Program and the "5-a-Day" Program*. This relationship has ensured that local food system planning is included in the development of a state plan to address improved health and reduce obesity in rural Washington communities.
- SFDM staff is making linkages with *Washington State Business and Tourism Development Office* to promote and assist agricultural tourism projects in both Spokane and Chelan counties.
- SFDM is working with *Washington State Department of Social and Health Services* to assist with the Senior Farmers Market Nutrition Program.
- SFDM is working closely with *USDA, WSDA Food Safety Program*, and with local *health districts* to assist the small farms with understanding current food safety regulations. Also, these working relationships build bridges between industry and regulatory agencies that have historically been stressed.
- SFDM is working with *General Administration – Office of State Procurement* to encourage the use of Washington agricultural products in state institutions.
- SFMD is working with the *Washington Office of Superintendent of Public Instruction* on the Farm-to-Cafeteria project to develop creative options for selling small farm products to Washington's K-12 schools.
- SFDM collaborates with *Washington State University (WSU) Small Farm Team* on multiple projects. Foremost of these is Northwest Direct, a tri-state, grant-funded project to improve direct marketing in Washington, Oregon and Idaho.

DIRECT MARKETING ACHIEVES RESULTS

The SFDM has succeeded in helping farmers expand their sales via direct marketing. In 2003, reported farmer sales at farmers markets were \$22 million and represented consistent growth of 25 percent per year over the last five years. According to the Washington State Farmers Market Association, SFDM activities have resulted in at least \$550,000 of these new sales for farmers. It is important to recognize that these figures only represent sales at farmers markets. The total activity of directly marketed sales for farms, including sales to restaurants, grocery stores, and through Community Supported Agriculture programs, in addition to farmers markets, is estimated to be at \$45 million annually.

WASHINGTON FAMILY FARM SUMMIT

While small-scale farms have been making use of direct marketing strategies for many years, all segments of the agricultural industry are beginning to recognize the value of direct marketing strategies. This trend was highlighted during the **Washington Family Farm Summit**, an industry-wide event held in Wenatchee during 2003.

Over 360 farmers, agricultural support agencies, and farm organizations attended the Washington Family Farm Summit. SFDM staff worked in collaboration with Wenatchee Valley College to organize the Summit. The summit featured a number of national leaders and experts on the family farm crisis, including William Heffernan, Professor Emeritus, University of Missouri; Fred Kirschenmann, Director, Leopold Center for Sustainable Agriculture; and John Ikerd, Agricultural Economist, Agricultural Economist, University of Missouri.

The summit had four declared objectives:

- To bring those who share a stake in family-based agriculture together in a common forum.
- To advance a common understanding of how the current farm crisis evolved.
- To develop a strategy for creating a vital future for family farming in Washington.
- To learn risk mitigation strategies being used by farmers to successfully weather difficult times.

The presenters were considered to be excellent by the attendees. Common themes within the presentations were:

- The current farm crisis was created by a series of decisions, not an inevitable outcome. It can be changed by human decisions.
- The consolidation and industrialization of agriculture has driven producers to become bigger to maximize cash flow but has not produced greater profitability. This is destroying the family based farm.
- The family farm is the basis of the strength of our rural communities. People need to have a “stake” in their communities.
- The evidence is that small to medium producers, producing for a local market that seeks to know who and how their food was produced, can be economically viable. Direct marketing was identified as a highly successful strategy for serving this market.
- The key to the future is doing our “old business” in new ways. Seeking alternatives in marketing and diversifying production were noted as successful means to achieving risk mitigation.

During this event, SFDM staff offered a special evening session on direct marketing strategies. Over 40 participants attended this session. This high turnout illustrates the interest in information about alternative marketing.

FARM-TO-CAFETERIA PROGRAM MAKES WASHINGTON A NATIONAL LEADER



“Farm-to-Cafeteria” programs, linking local farms with institutional cafeterias, are gaining popularity across the US as a way to increase access to healthy foods, improve economic viability for family farms, and strengthen

local economies. The Small Farm and Direct Marketing program is a leader in this movement for their efforts to educate farmers about this new marketing opportunity, and to build connections between farmers and food service buyers.

Farm-to-Cafeteria Highlights:

USDA Toured Olympia Farm-to-School Project
As a part of National School Lunch Week, SFDM



staff hosted a USDA tour of a Farm-to-School project in the Olympia School District. This tour resulted in increased USDA support for Farm-to-School programs. Additionally, educational institutions in Washington were able to witness this project first hand, enabling future projects throughout the state. SFDM staff received an award from USDA for their efforts to create farm-to-school programs and to improve child nutrition in Washington state.

The Olympia School District purchased \$14,392 of produce from Washington Farms. Created in Fall of 2002, the “Organic Choices Salad Bar”, has grown in popularity and is now available in all eleven K-12 schools in the district. As a result of SFDM staff assistance, Olympia School District increased purchases from local farms. In the fall of 2003, local farms supplied \$14,392 of produce to the District, from both direct sales and through a local wholesale distributor. These sales represented 42% of the District’s overall fresh produce sales for a three-month period

Resource Guide Published for Farmers and Food Service Directors. *Farm-to-Cafeteria Connections: Marketing Opportunities for Small Farms in Washington State* was created to assist in increasing the amount of locally produced foods served in schools, colleges and other institutions. The USDA Risk Management Agency funded publishing of the document and **over 670 guides have been distributed** to date. The *Farm-to-Cafeteria Connections* is used currently by the Oklahoma Department of Agriculture, Drake University Agricultural Law Center, and the Community Food Security Coalition, the leading national organization working on farm-to-cafeteria projects.

Staff Presented “Farm-to-Cafeteria” at Three National Conferences. SFDM staff presented to national audiences in Iowa, Nevada and San Diego. Presentations included information about farm-to-cafeteria programs, educating farmers and food service professionals, and issues to consider before embarking on these types of programs. As a result, SFDM has been recognized as a national leader in assisting farm-to-cafeteria efforts.

SPECIALTY CROP ASSISTANCE PROVIDES FUNDING FOR DIRECT MARKETING

In October 2001, WSDA allocated \$500,000 from a one-time, federal Specialty Crop Assistance Fund to the Small Farm Direct Marketing Grant Program. The purpose of this grant program is to enhance direct sales for farms in Washington State, to enhance the infrastructure necessary to bring Washington farm products to market, and to develop new local markets for farms in Washington State. Of the \$500,000 for the program, \$450,000 was dedicated to direct investment in local projects and \$50,000 was earmarked for management of the grant contracts. (Appendix C)

Since the beginning of the program, 25 proposals have been funded worth \$412,000. For the funded projects, private companies and local communities have provided \$992,000 in matching funds. Eight of the projects have been completed, generating \$980,000 in sales for Washington farms and improving the food-processing infrastructure needed to open additional marketing opportunities for Washington farms.

Grant Highlights:

Bellingham Farmers Market (\$10,900) The Bellingham Farmers Market created the “Experience the Market and Meet the Producers” promotion that increased market revenue in 2002 by \$80,879. This campaign increased total farm sales to **\$308,000**, nine percent more than 2001. Sales by market vendors reached **\$500,000** in 2002, the second highest sales year on record.

Mobile Poultry Processing Facility (\$29,570)



The Community Agricultural Development Center developed and built the first state licensed Mobile Poultry Processing Unit in Washington. This unit allows producers to sell poultry through

retail sales, capturing full market value for their product. Each \$27,000 unit will, at a minimum, generate **\$160,000 to \$180,000** in gross sales annually for the producers.

Education Outreach for USDA Mobile Livestock Processing (\$30,000) The Lopez Community Land Trust finalized the development of a mobile meat-processing unit. This unit allows ranchers to slaugh-



ter animals on-farm, under USDA-inspection, enabling sales of meat by the pound to consumers. In its first eight months of operation, the slaughter unit generated **\$130,000** in sales for Washington producers, more than two times as much as would have been received at live auction. The unit is expected to generate over \$1.2 million for Washington producers annually in the future.

Port Angeles Farmers Market (\$15,000) The Port



Angeles Farmers Market **increased vendor income 125 percent in 2003 over 2002** by opening a new “Wednesday Market” and conducting an advertising and promotional campaign. Over the grant period, **Washington farmers earned over \$178,894 in direct sales**, and overall

market sales increased by 62 percent.

Jefferson County Farmers Market Assn. (\$20,000)

The Jefferson County Farmers Market Association’s promotional and marketing campaign for the 2003 increased total market revenue by \$300,000 (63 percent), and **farm sales increased by 77 percent to \$166,000.**



SMALL FARM & DIRECT MARKETING LOOKS AHEAD

Several projects have been prioritized for the SFDM Program in 2004. Providing technical assistance on regulations and direct marketing strategies will continue to be the program's primary functions. The following projects carried out under the auspices of the SFDM Program will increase the profitability of small farms by providing information and networking opportunities to buyers and farmers:

FOOD POLICY COUNCILS: LINKING AGRICULTURE AND NUTRITION IN WASHINGTON STATE

The Small Farm and Direct Marketing Program has caught the attention of a national audience for its unique placement within a state agency. Program activities, such as Farm-to-Cafeteria, have led to collaborative partnerships with other states and national organizations. One partnership, with Drake University Agricultural Law Center, Iowa, has provided grant funding for SFDM through USDA Risk Management Agency. This project will establish a State Food Policy Council in Washington.

Food Policy Councils are officially sanctioned bodies comprised of state agencies and non-profit organizations. These are stakeholders in the food system and range from food producers and distributors to organizations that provide access for lower income citizens. Over the last five years, many cities and states have created such councils to serve their areas with policy recommendations, providing needed research, and carrying out activities that enhance local consumption of food produced locally.

A Washington State Food Policy Council would serve the agricultural industry by greatly expanding awareness of agricultural issues among a wider array of agencies and organizations. This expanded awareness and the nature of Food Policy Councils to examine issues in a holistic manner, will mean greater support for agricultural industry in Washington.

CREATING PERFORMANCE-BASED STANDARDS FOR LIMITED RESOURCE FARMS

Last year, the Small Farm and Direct Marketing Program orchestrated several successful projects for small-scale poultry farms. These were funded by a



grant from USDA Initiative for Future Agriculture and Food Systems. First, four statewide poultry forums were held around the state to determine barriers to producers in bring their birds to market. These were highly successful in documenting these issues. Among the most prevalent of issues was the need to develop performance-based standards for limited resource farms. Activities in 2004 will address these issues and will enhance the profitability of the small-scale poultry industry in Washington.

This format for determining issues and needs within the small-scale farming industry has proven to be effective. The SFDM will continue to apply this format through work in the areas of small-scale dairy and farmers markets.

FY03 BUDGET REDUCTION

This annual report reflects the achievements of the SFDM from January 2003 through December 2003. During this period, WSDA budgets cuts resulted in a 75 percent decrease in state general fund support for the Small Farm and Direct Marketing program. As a result of this budget reduction, the program shifted the focus of its work to include the activities of several federal grant projects. Designed to address specific areas of the SFDM strategic plan, the grant project activities continued to serve the small farm and direct marketing industry despite the budget reductions.

The SFDM program staff was assigned to manage WSDA's partnership agreement with Risk Management Agency in July of 2003. This activity supplemented salary and benefit costs for the program staff between July and October 2003. Under SFDM management, the partnership agreement activities resulted in risk management educational outreach directed at the needs of small farms. These changes will be reflected in the annual report for 2004-2005.





Small Farm & Direct Marketing Program

Appendices





APPENDIX A

SMALL FARM & DIRECT MARKETING ADVISORY BOARD

Farmer Representatives

Wade Bennett

Rockridge Orchard & Bamboo, Enumclaw, WA
Wade is a farmer who is involved in the operations of the Enumclaw farmers market. He produces a value added product with his Asian pears. He is president of his local chapter of Farm Bureau.

Alfonso Garcia, Ph.D.

Yakama Nation, Toppenish, WA
Alfonso is the Executive Director for the Hispanic Grower Advisory Committee and the Intergovernmental Affairs Coordinator for USDA and The Yakama Nation. He works on issues for limited resource farmers, including the state's Hispanic and Native American populations.

Chrys Ostrander

Chrysalis Farm, Davenport, WA
Chrys is a farmer, a member of Spokane Tilth, and has served on the board for the Spokane Farmers Market. He has shown leadership in Eastern Washington small farm affairs.

Farmers Markets Representatives

Zach Lyons

Director, Washington State Farmers Market Association, Seattle, WA
Zach is the Director for the Washington State Farmers Market Association. He serves on the advisory committee for the From the Heart of Washington campaign.

Chris Curtis

Manager, University District Market, Seattle, WA
Chris manages several very successful farmers markets in Seattle.

Marketing Representatives

Steve Evans

King Co. Ag Programs, Seattle, WA
Steve was a founding member of the Puget Sound Fresh campaign and currently serves as a "farm-budsman" to King County.

Jennifer Hall

Bon Appetit Management Company, Seattle, WA
Jennifer is the general manager for Bon Appetit Management Company that operates food services at The Evergreen State College in Olympia and at other sites in the Seattle area. The company's mission is to locate foods as local as possible and serve fresh, high quality and nutritious restaurant cuisine.

Karen Jurgensen

Baci Catering and Café, Seattle, WA
Karen is the executive chef for Baci Catering and Café in Seattle, and is president of the Washington chapter of the Chef's Collaborative.

Research & Education Representatives

Marcia Ostrom

Washington State University Small Farm Program, Puyallup, WA
Marcy is Director of the WSU Small Farms Program. She is a lead researcher with WSDA SFDM manager, Leslie Zenz of "NW Direct" a four-year, three-state project to improve direct marketing by farmers.

Non-Governmental Organization Representatives

Mariah Cornwoman

CWRay, LLC, Farm and Forest Products
WA Sustainable Food & Farming Network, Wenatchee, WA
Mariah is currently a member of the leadership team for the WSFFN and is a farmer in Wenatchee. She has served as a WSDA organic inspector, a board member for Wenatchee farmers market, and a member of Washington Tilth Producers.





APPENDIX B

SF&DM FUNDING LEVERAGED (2002-05)

<u>Amount</u>	<u>Funding Source</u>
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\$1,200,000	USDA Initiative for Future Agriculture & Farming Systems 2000-04 Awarded to WSU, this four-year, three-state project is entitled "Northwest Direct: Improving Markets for Small Farms" WSDA SFDM staff co-authored this successful proposal and serves as a lead investigator on the research project.
\$35,000	USDA Risk Management Agency 2003 This portion of a larger USDA RMA partnership award with WSDA was directed to SFDM outreach activities. This includes funding to support the WA Family Farm Summit and staff time to coordinate this event.
\$597,500	Washington Vitamin Settlement Funding 2001-04 Awarded to WA Department of Social and Health Services (DSHS) for administration of the USDA Senior Farmers Market Nutrition Program. DSHS has leveraged over \$100,000 in federal food dollars for this program.
\$10,000	Kellogg Foundation: Sustainable Food Systems "Hand-in-Hand Farm-to-Cafeteria Project 2002-03 Awarded to Spokane Tilth to research opportunities for small scale-farms in selling to Eastern Washington University, Gonzaga University, Whitworth College, Spokane Falls Community College, and Spokane Community College. SFDM staff co-authored this successful proposal and serves as technical assistance in the development of the project.
\$22,117	USDA Risk Management Agency 2002-04 Awarded to WSDA to develop an "Institutional Sales Handbook" and conduct four statewide outreach workshops enabling sales contracts between local farms and local schools, hospitals, and other institutions.
\$18,000	USDA Risk Management Agency/Drake University 2003-04 Awarded to WSDA to research and facilitate the development of a State Food Policy Council in Washington. This council will be an officially sanctioned body of state and Non-governmental organizations that will provide policy recommendations on improving and enhancing WA local food systems.
\$1,872,772	TOTAL





APPENDIX C

SPECIALTY CROP ASSISTANCE FUNDS

Projects Awarded Funding Total \$411,877

Amount	Funding Recipient
\$10,900	Bellingham Farmers Market: to develop advertising and promotional materials, increase special events and activities at the farmers market, and create “meet the producer” profiles to use in market promotional activities. Contact: Robin Crowder, market manager, (360) 647-2060.
\$9,000	City of Burlington: to purchase kitchen equipment for an on-site commercial kitchen at the Burlington Farmers Market for growers to turn raw agricultural products into higher value products (i.e., raspberries into jams and syrups). Contact: Emily Weaver, market manger, (360) 756-1339.
\$17,000	Cascade Harvest Coalition: (two grants) to promote Puget Sound Fresh , a label used by farms and farmers markets for food grown in the counties surrounding Puget Sound and \$17,125 to provide technical assistance in direct marketing, production, and land acquisition for beginning and transitioning farmers through the Washington FarmLink program. Contact Mary Embleton, director, (206) 525-1098.
\$10,000	Klickitat Wine Alliance: to promote farm tours and a tasting room at the Mt. Adams Farmers Market including creating a brochure and other outreach materials. This grant is a component of a larger “Grape-to-Glass” initiative designed to create wine industry-centered tourism in Klickitat County. Contact: Lisa McCrummen, Pearl Communications, (206) 547-2560.
\$30,000	Lopez Community Land Trust: to provide outreach, demonstration, consulting, and evaluation activities for the first U.S. Department of Agriculture-inspected mobile processing unit for small-scale livestock in the U.S. The processing unit will initially serve producers in San Juan County, but operators intend to provide services as economically feasible in bordering mainland counties. Contact: Sandy Wood, director, (360) 468-3723.
\$19,971	The Partnership for a Sustainable Methow: to conduct a “buy local” campaign in the Methow Valley including harvest celebrations, farm tours, a direct sales farm directory, advertising, public service announcements, and farmers market improvements. Contact: Leslie Ann Bestor, director, (509) 997-1050.
\$15,000	Port Angeles Farmers Market: to promote and advertise a new Wednesday evening market in Port Angeles. This project will greatly increase marketing opportunities for new farmers, as well as many seasoned farmers in Clallam County. Contact: Kim Johns, market manager, (360) 683-3306.
\$13,500	Spokane Neighborhood Action Program: to conduct a marketing campaign, promotional activities, and market site improvements for the Spokane Farmers Market. Contact: Ray Lancaster, (509) 487-1114.
\$20,400	Tri-County Economic Development Council: to complete a commercial community kitchen in Colville and provide technical assistance in enterprise development, food safety, and product development for small-scale producers. Contact: Al Kowitz, WSU extension, (509) 684-9790.



- \$23,000 Friends of the Woodinville Farmers Market:** for site development and promotion of a new location for the market. Contact: Julie Davidson, (425) 485-1042.
- \$29,570 WSU Community Agricultural Development Center, Stevens County:** to develop a mobile poultry processing unit to increase the marketing capability of small-scale poultry farms in Stevens, Pend Oreille, Okanogan, Ferry, and Lincoln counties. Contact: Terry Swagerty or Al Kowitz, WSU extension, (509) 684-9790.
- \$27,050 Cascade Harvest Coalition:** to work with the University of Washington to develop an ordering, delivery and invoicing system so that small farmers can collaboratively market their produce directly to UW food services. Contact: Wendy McClure, Project Leader, (425)-259-1755.
- \$14,000 Farmers Market Step Manual:** for the development of a manual for Washington State Farmers Markets. This manual will assist communities and managers wishing to create a new farmers market or to improve the performance of an existing farmers market. Increasing and improving farmers markets will expand direct marketing opportunities for family-scale farmers. Contact: Leslie Zenz, Program Manager, (360)-902-1884.
- \$7,000 Island Grown Farmers Cooperative:** to determine the feasibility of selling grass-fed beef, pork, lamb, and value-added meat products directly to consumers at a retail meat cutting facility. Contact: Bruce Dunlop, Project Manager, (360)-468-4620.
- \$20,000 Jefferson County Farmers Market Association:** to develop advertising and promotional materials, and expand and improve the Farmers Market site in Port Townsend. This grant will increase customer awareness of the Port Townsend Farmers Market as a premier source of fresh, high quality regional and organic food products, and will provide increased sales opportunities for small farmers at the market. Contact: Will O'Donnell, Chair, (360)-732-5054.
- \$16,000 Neighborhood Farmers Market Alliance:** to start up a new Saturday market in Seattle's Magnolia neighborhood. This market is modeled after several successful Seattle neighborhood markets, and will provide increased sales opportunities for small farms across the state. Contact: Karen Kinney, (206)-632-5234.
- \$10,000 Partnership for a Sustainable Methow:** to determine the feasibility of building and operating an USDA Certified Mobile Processing Unit (MPU) for small-scale livestock producers in Okanogan County. This grant is part of a larger project to allow livestock producers in Okanogan County to sell USDA certified meats directly to customers by the pound. Contact: Sue Koptonak, Executive Director, (509)-997-1050.
- \$15,000 Pike Place Market Basket CSA:** to expand the Pike Place Senior Market Basket CSA program by providing transportation solutions. The Senior Market Basket CSA program delivers fresh fruits and vegetables from Washington small farms to low-income seniors in King County. Contact: Michele Catalano, Project Leader, (206)-774-5250.
- \$7,000 Snohomish Farmers Market:** to extend the market-selling season and provide funding for market promotion and site improvements. Contact: Neil Landaas, NeilCo Enterprises, Market Manager, (206)-412-4630.
- \$15,000 Spokane Regional Convention & Visitors Bureau:** to increase profitability, livability and economic viability of the Green Bluff Agricultural Community in Spokane County by promoting Green Bluff as a destination for fresh fruits, vegetables, and other agricultural products as well as agricultural-tourism activities and events. Funding will also provide for directional and promotional signage for the region. Contact: Jeanna Shelley, Director of Tourism Development, (509)-742-9372.



- \$15,500** **UW Washington Sea Grant Program** to allow fisherman to sell their catch directly to the public by developing a business plan and opening up a “Fisherman’s Wharf” in Bellingham. This project will increase the value of Whatcom County commercial fishing industry and provide the public with a direct source for fresh caught fish. Contact: Pete Granger, Marine Advisory Services Leader, (206)-685-9261.
- \$13,930** **Washington State University** to research and evaluate safe storage and handling practices for the sale of fresh meats at farmers markets, and to conduct training to Washington farms on food safety and good agricultural practices. Contact: Richard Dougherty, Food Science Specialist, (509)-335-0972.
- \$14,195** **WSU Small Farms Program** to conduct “Rapid Market Assessments” at Farmers Markets across the state and conduct trainings for farmers market managers and board members who are interested in improving their markets. This project will provide increased sales for small farms by improving Farmers Markets’ customer and vendor base, and share knowledge about successful market strategies. Contact: Vance Corum, Direct Marketing Coordinator, (360)-576-6030.
- \$11,750** **Whatcom County Agriculture Preservation Committee** to promote the Whatcom Fresh label in grocery stores, restaurants and institutions as a source of fresh and high quality foods that are produced by Whatcom County farms. This project will increase retailer and restaurant commitment to purchasing and promoting local food products and increase the economic viability of food producers in the county. Contact: Derek Long, Project Director, (360)-303-7776.
- \$11,500** **Willapa Community Development Association** to develop a Friday market in conjunction with the established Wednesday and Saturday markets in Raymond, Washington. This project will create a destination for local residents as well as provide a source of fresh fruits, vegetables and seafood for visitors heading to the Washington coast. Contact: Carol Dunsmoor, Willapa Public Market Manager, (360)-942-4700.



